



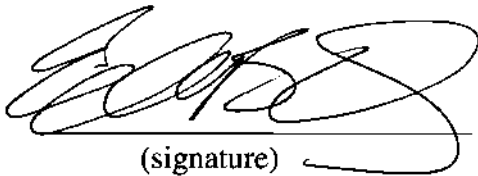
WBFS-TV, UPN33 (MIAMI, FL.)  
Quarterly Issues/Programs List

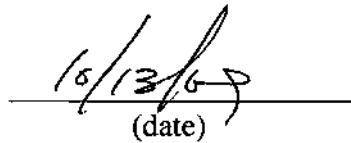
For the Quarter:

For the period of July 1, 2005 through September 30, 2005.

Attached hereto are descriptions of the treatment of local issues addressed by the station through programming during the report period.

Submitted by Katy Meagher, Marketing and Public Affairs Coordinator,  
Reviewed by Brien Kennedy, President and General Manager.

  
(signature)

  
(date)



**The attached PSA inventory is a list of the spots aired during children's programming blocks in July, August and September of 2005. These PSA's were programmed as part of our continuing effort to serve the informational needs of South Florida area children.**



## PSA Inventory

### 7/1/05 – 9/30/05

Spot #	Title	End Date		Topic
8001	HIV / AIDS The Know Is Spreading	12/31/2005	:10	HIV / AIDS
8146	CC - Publix - Share A Pet	9/30/2005	:10	Pet Therapy
8151	CC - Publix - Teach One Tutoring	9/30/2005	:10	Tutoring
8048	CC - Publix - Adopt-A-Classroom	8/31/2005	:10	Education
8049	CC - Publix - Smoking Classes	8/31/2005	:10	Anti-Smoking
8121	CC - Publix - Free Child Immunizations	8/25/2005	:10	Immunizations
8111	CC - Publix - Youth Drama Classes	8/24/2005	:10	Youth Drama
8090	CC - Publix - Back to School Jam	8/6/2005	:10	Charity Game
8136	CC - Publix - Music Under the Stars	8/5/2005	:10	Free Concerts
8071	CC - Publix - Butterfly Day	7/31/2005	:10	Nature Day
8052	CC - Publix - Museum of Science Summer Camp	7/23/2005	:10	Camp
8169	Choose to Save - Happy Ending		:10	Financial Security
8039	Tree City USA		:10	Trees
8177	Miami Heat - Shaq - Read to Achieve	12/31/2005	:15	Reading
8172	Silver Knight Awards	8/31/2005	:15	Awards
8119	Bayfront 4th of July 2005	7/4/2005	:15	4th of July
8118	Amer. Academy Ortho - Feet		:15	Fitness
8016	Dept. Health - Tony		:15	Drug Rehab
8007	Fnd 4 Better Life - Rocket		:15	Power of Dreams
8134	MDA - Telethon Post Spot		:15	MDA
8170	Ntl Consumer - Phishing		:15	Identity Theft
8165	Partnership - Brain		:15	Drugs
8014	Partnership - Vapors		:15	Drugs
8120	Protect Yourself		:15	Health
8092	Volunteers of America - Youth		:15	Volunteering
8158	Dept. Business - High Tech		:20	Business
8015	Partnership - Poison Pill Light Show		:20	Drugs
8157	PDFA - Humpty Dumpty		:20	Drugs / Parents
8167	PDFA - Lingo		:20	Drugs / Parents
8160	Poison Hotline - Whose Advice		:20	Poison Control
8174	United Way - Child Care		:20	Services
8066	HIV / AIDS The Know Is Spreading	12/31/2005	:30	HIV / AIDS
8078	National Violence Prevention - Every Child	12/31/2005	:30	Anti-Violence
8082	Shaquille / Miami Heat / Learn To Swim	12/31/2005	:30	Swim Safety
320151	N4N - Hurricane Katrina Relief	10/31/2005	:30	Relief
8051	Wendy's Halloween PSA	10/31/2005	:30	Support Adoption
8156	International Ballet Festival	9/18/2005	:30	Ballet
8153	Teacher of the Year (Brien Kennedy & Tim)	7/26/2005	:30	Education
503228	ZSG - It's Not Summer # 1	7/16/2005	:30	ZSG 2005
503229	ZSG - It's Not Summer # 2	7/16/2005	:30	ZSG 2005
8154	5 A Day - Backstage		:30	Nutrition Kids

<b>8173</b>	Adopt US Kids - Band	<b>:30</b>	Adoption
<b>8010</b>	ASPCA - Cruelty Is Not Cool	<b>:30</b>	Animal Cruelty
<b>8155</b>	Casa - Tired	<b>:30</b>	Children's
<b>8164</b>	CTIA - Wireless Safety	<b>:30</b>	Cell Phone Safety
<b>8094</b>	Def. Of Wildlife - Jeff Corwin	<b>:30</b>	Wildlife
<b>8012</b>	Diabetes Aware - Fred & Ed	<b>:30</b>	Diabetes
<b>8021</b>	Family Literacy - Streets	<b>:30</b>	Literacy
<b>8034</b>	Family Violence - Wrong Way	<b>:30</b>	Anti Violence
<b>8095</b>	Folic Acid - Everyday	<b>:30</b>	Women's Health
<b>8098</b>	Freedom Center - Lunch	<b>:30</b>	Tolerance
<b>8171</b>	Healthy Families - Knock on Door	<b>:30</b>	Family Assistance
<b>8008</b>	I Am An American Muslim	<b>:30</b>	Tolerance
<b>8101</b>	Lupus - Get in the Loop	<b>:30</b>	Lupus Awareness
<b>8102</b>	National Fair Lending - Truth	<b>:30</b>	Lending
<b>8145</b>	Overtown Youth Center - Shattered Glass	<b>:30</b>	Youth Center
<b>8013</b>	Partnership - Car Accident - Check Yourself	<b>:30</b>	Drugs
<b>8020</b>	Partnership - Noses	<b>:30</b>	Drugs
<b>8166</b>	PDFA - Andy McDonald	<b>:30</b>	Drugs / Kids
<b>8168</b>	PDFA - Joint Man	<b>:30</b>	Drugs / Parents
<b>8003</b>	Starr Commonwealth - Track	<b>:30</b>	Foster Care Help
<b>8055</b>	USA - Freedom Corp - Rivera	<b>:30</b>	Volunteering
<b>8006</b>	Use Credit Wisely	<b>:30</b>	Financial Security
<b>8004</b>	Communities In Schools - ER	<b>1:00</b>	Education
<b>8047</b>	Energy Star - Lights	<b>1:00</b>	Conservation
<b>8005</b>	Fed Citizen Info - Uncle Sams	<b>1:00</b>	Gov Info
<b>8175</b>	Girls & Boys Town - Driven Teen	<b>1:00</b>	Teen Help Line
<b>8037</b>	National Marrow	<b>1:00</b>	Marrow
<b>8159</b>	Teens Volunteer - Football	<b>1:00</b>	Youth



For more than a decade, Neighbors 4 Neighbors has been connecting people who need help with people who can give help. Since July 2003 that helping hand is being extended to viewers of UPN33. During the UPN 33 News at 10pm, you can now find reports from the Neighborhood Hotline a service provided by Neighbors 4 Neighbors, a 501(c)(3) nonprofit organization funded through foundation grants and corporate donations and has office space at CBS 4. Through this new partnership with our sister station WFOR CBS 4, UPN 33 has been able to offer the assistance of this organization.

Working in partnership with CBS4 News, Neighbors also organizes a number of campaigns dealing with the issues that dominate local headlines, such as: poverty, homelessness, child and domestic abuse, gun violence, health, personal finances, and consumer fraud. But the Neighbors' magic is best seen when dealing with personal human drama. Countless families in crisis, whose stories were profiled on CBS4 news, have been helped through the spontaneous kindness of viewers who call the Neighbors phone bank.

Whether it's money for medical treatment of a sickly child, a motorized wheelchair for an elderly grandmother, or a special vehicle for a family with disabled children-Neighbors and generous South Floridians can help!

Presently on UPN 33 Neighborhood Hotline we are running several vignette PSA's as well as notifying viewers of the assistance available to them.



Attached are listings of broadcasts or broadcast segments that, in the Station's judgment, reflect the Station's most significant programming treatment of ascertained issues during the preceding three-month period. All of these programs are part of the Station's plan to address issues of concern to our viewers.



## **Quarterly Issues/Programs** **7/1/05 - 9/30/05**

### **Focus on South Florida**

Regularly scheduled public affairs program on Saturdays from 6:00am to 6:30am

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### **UPN 33 Morning News** **In Depth Reports**

Regularly scheduled daily from 7:00 am to 9:00am (reports averaged between: 30 seconds and 2 minutes)

### **UPN 33 News At 10pm** **In Depth Reports**

Regularly scheduled daily from 10:00pm to 11:00pm (reports averaged between: 30 seconds and 2 minutes)

### **YOUTH ISSUES**

7/6/05 **UPN 33 News** — Cyber Bullies — This was a piece on how kids are using the Internet to bully others on line.

7/25/05 **UPN 33 News** ---- School Fashions — This was a piece on how the new and hottest fashions for teenage kids heading back to school.

7/15/05 **UPN 33 Morning News**- Hip Hop Summit- Story about new project leaders in the Hip Hop community are doing, to help kids become entrepreneurs.

7/22/05 **UPN 33 Morning News** - Neighbors for Neighbors Backpack Campaign- Feature piece on how UPN's Neighborhood Hotline is helping kids get ready for back to school, with free backpacks filled with school supplies.

8/1/05 **UPN 33 Morning News** - Cool Tools- Feature piece on newest gadgets for back to school.

9/15/05 **UPN 33 News** - Underage Drinking - This is a piece on how underage drinking is on the rise.

9/16/05 **UPN 33 News** - The Choking Game - This was a piece on a new type of game some kids are playing that they choke each other to get a high. Unfortunately sometimes it turns out deadly.

### **HEALTH ISSUES**

**DAILY UPN 33 Morning News** "Fit Chick" segments, that teaches viewers quick and easy exercises.

7/4/05 **UPN 33 News** - Botched Beauty — This was a piece about how people try to get plastic surgery to look good, but instead ended up looking horrible and disfigured in some cases.

7/9/2005 rebroadcast 8/13/2005, 9/10/2005 **FOCUS ON SOUTH FLORIDA** Along with our guests Deborah Ally from Care Resource and Kevin Garrity of the South Beach AIDS Project we too a look at the recent negative trends and developments in prevention and education of HIV / AIDS in the region. This is especially important in South

Florida where we are ranked 3rd highest in people infected with AIDS. Also addressed is whether the advancement in medical treatments has prolonged the lives of AIDS patients and added a sense of complacency in the community, as compared to the 80's and 90's when the death toll was higher and people were quicker to die after becoming infected.

7/16/2005 rebroadcast 9/24/2005 **FOCUS ON SOUTH FLORIDA** Along with CBS 4 Health Specialist Dr. Sean Kenniff and Dr. Simon Astor of the Illuma Center for Health & Spa take a look at the recent trends and developments of obesity, new federal food and health guidelines, and holistic medicine's impact on health and the dangers of college binge drinking. Also discussed is how new laws are making parents responsible for drinking taking place at their homes.

7/27/05 **UPN 33 Morning News** - Brain Music- Feature piece on new type of music that works with your brainwaves to help you relax. Great for people with sleeping disorders!

7/27/05 **UPN 33 News** — Sun Block Clothing — This was a piece on how there are different clothes that are being advertised as being sun block proof.

7/30/2005 **FOCUS ON SOUTH FLORIDA** Along with John Fleming from the Florida Coalition to Prevent Underage Drinking and Diane Holmes from MADD (Mothers Against Drunk Driving, we looked at new initiatives aimed at preventing and reducing the distribution and consumption of alcohol to minors and the dangers of college binge drinking. Also discussed are how new laws are making parents responsible for drinking taking place at their homes.

8/1/05 **UPN 33 News** – Runway Eating – This was a piece on a new type of eating disorder in which people hate their body and their whole overall appearance.

8/11/05 **UPN 33 Morning News** - Bad Breath- Feature piece showing how to diagnose and fight bad breath. Showed how the problem could be the symptom of something bigger.

8/11/05 **UPN 33 News** – Teen Driving Fatalities – This was a piece on how what can be done to stop all the teen driving fatalities.

## **CONSUMER**

7/4/05 - **UPN 33 Morning News** - IPOD Loader. Story featured new career opportunity called "IPOD Loading", where "loaders" help people who do not know how to use their IPOD machines.

7/5/05 **UPN 33 News** - Cash Crunch - This was a piece on how people are facing serious cash crunches in society and are trying to get through it.

7/11/05 **UPN 33 News** - Cheaters Website - This was a piece about a local south Florida website where women can go to check if their man has been caught cheating before.

7/12/05 **UPN 33 News** - Blink Cards - This was a piece on a new credit card that allows you not to have to wait in line. The card provides essentially the same data that are stored on a card's magnetic strip, but because there is no swipe involved and no signature required, consumers have faster transactions, and merchants can process more customers.

7/13/05 **UPN 33 News** - Podcasting — This was a piece on different shows are being podcasted so you can hear whenever you want with your I-pod.

7/18/05 **UPN 33 Morning News** - Hair Tips- Showed hair care tips for all hair types.

7/19/05 **UPN 33 News** — Best Time of Year — This was a piece on what is the best time of year to do certain things like buying electronics, and jewelry among other items.

7/22/05 **UPN 33 News** —Got to have it: Nokia Phones — This was piece on the newest Nokia phones about to hit the market including phones that are also mp-3 players along with cameras.



7/29/05 **UPN 33 News** – Got to Have It: Channel Surfing on the Go. This was a piece on how t-TV's and satellite equipment for your car is getting more advanced.

8/3/05 **UPN 33 News** – Wireless Insecurity – This was a piece on how if you are connected to the internet using a wireless connection.... someone may actually be watching and keeping track of everything you are doing.

8/9/05 **UPN 33 News** – Where does your Data Go – This was a piece on how where does your information go when you send over the World Wide Web.

8/15/05 **UPN 33 Morning News** – Gas Prices- Feature piece on how to find the best gas prices in South Florida.

8/17/05 **UPN 33 News** — Computer Extortion – This was a piece on how some scam artists are using their computers to extort people.

8/18/05 **UPN 33 News** – Drivers License Process –This was a piece on how the driver's license process is being changed in some states.

9/13/05 **UPN 33 News** – Suits Are In — This was a piece on how suits are making comeback as fashion statements.

9/27/05 **UPN 33 Morning News** - The Suit- Feature piece on suit fashion. Great tips for people who need to learn how to dress for job interviews.

## **COMMUNITY**

7/1/05 **UPN 33 Morning News** - Fireworks Safety- This piece gave tips on fireworks safety from fire officials.

7/2/2005 **FOCUS ON SOUTH FLORIDA** Commander Linda O'Brien and Sgt. Mike Barry from the Miami-Dade Police Department joined us to discuss the new legislative and Gun-Policy controversies concerning meeting "force with force", tasers and some recent deaths caused by these no-lethal weapons. Paul Crespo also joined us to discuss Cuban-American policy trends and the latest exile attitudes years after the Mariel Boat Lift.

7/12/05 **UPN 33 Morning News**- New MIA Terminal- Feature story on the new Miami International Airport terminal, showing how it will help travel and provide new jobs in South Florida

7/23/2005 rebroadcast 8/27/2005, 9/3/2005 **FOCUS ON SOUTH FLORIDA** As the President looks to nominate a replacement for the retiring Supreme Court Justice Sandra O'Connor our guests Lida Rodriguez-Taseff, an attorney from the law offices of Duane Morris and Sam Katensmidt from The Center For Reclaiming America look at how influential her replacement will be to the country.

8/4/05 **UPN 33 Morning News** - MTV Video Music Awards- Feature piece profiling the MTV Video Music Awards, that provides jobs and helps the economy in South Florida.

8/6/2005 **FOCUS ON SOUTH FLORIDA** In the past year four girls have been abducted by repeat sex offenders in Florida. Our guests Jose "Pepe" Diaz, Commissioner, Miami-Dade County and Frank Gonzalez U.S. Congressional Candidate, FL Dist. 12 joined to discuss the crisis in our state. This is on the heels of new state and regional legislative and law enforcement efforts to combat these criminals are being put into action.

8/9/05 **UPN 33 Morning News** - Deputy Shaq- Showcased Shaquille O'Neal being sworn in as a sheriff's deputy. This was a very inspirational story for kids in our community who look up to Shaq.

8/19/05 **UPN 33 Morning News** - Firefighters Calendar- Feature piece on the new South Florida Firefighters calendar, and how it raises money for charity.

8/20/2005 **FOCUS ON SOUTH FLORIDA** Stratton Pollitzer the S.FL Dir. of Equality Florida, Margaret Hostetter a Community Activist and Arthur Teitelbaum of the Anti-Defamation League joined us to debate the pro's and cons, precedents and policy behind Broward County Schools (Diversity Committee) decision to withhold distribution of the proposed We are Family video in the district. We'll discuss the cultural implications of the issue.

8/31/05 **UPN 33 Morning News** - Africa Ladysmith- This story showcased the Ladysmith Black Mamabazo singing groups, which fight poverty in Africa, by raising money through musical performances.

9/17/2005 **FOCUS ON SOUTH FLORIDA** Along with Altaf Ali from CAIR of Florida and Maulana Shafayat-Mohamed of the Darul Uloom Inst. & Islamic Training Center we looked at hate-language, diversity and cultural tolerance with Islam in post 9-11 world.

9/26/05 **UPN 33 News** — Hip Hop Intellectual – This was a piece on about an out spoken professor from Philadelphia who is blasting Bill Cosby for his recent actions and comments and praising rapper Kanye West for what he said about the president after Hurricane Katrina.

## **HURRICANE**

8/24/05 – 8/26/05 **UPN 33 News** – Extended Coverage of Hurricane Katrina

8/29/05 - 9/2/05 **UPN 33 News** — Extended Coverage of Hurricane Katrina Aftermath

9/1/05 **UPN 33 Morning News** - New Orleans Damage- Profiled the damage and destruction caused by Hurricane Katrina and showed how viewers can pitch in and help.

9/2/05 **UPN 33 Morning News** - Brian/ New Orleans- UPN 33 reporter Brian Andrews was in New Orleans covering the aftermath of Hurricane Katrina, from the hardest hit areas.

9/15/05 **UPN 33 Morning News** - New Orleans Latest- Showed the latest hurricane relief efforts in New Orleans and gave viewers tips on how to help.

9/16/05 **UPN 33 Morning News** - Neighbors for Neighbors Cut-A-Thon- Feature piece on how UPN 33 is teaming up with local salons to raise money for Hurricane Katrina victims, through monies raised from haircuts.

9/19/05 – 9/21/05 **UPN 33 News** – Extended Coverage of Hurricane Rita and the aftermath.

9/21/05 **UPN 33 Morning News** - NFL Telethon- Showed how NFL players are raising money for Hurricane Katrina victims.